

**IN THE CLAIMS:**

1. CANCELLED.
2. (Previously Presented) Method for addressing at least one service in a data communication system which includes at least one data transmission network for transmitting information in at least one data transmission stream, the method comprising:
  - transmitting a service to at least one data transmission network from at least one service provider, and
  - assigning identification data to the service, including an original network identification and service identification,
  - wherein, on the basis of the identification data, the transmission stream and a location therein is retrievable for use,
  - wherein the service is also assigned a non-numerical textual service identifier including a service provider name and a service name,
  - wherein a relation is assigned between the non-numerical textual service identifier and the identification data,
  - wherein on the basis of the non-numerical textual service identifier and the relation, the identification data is retrievable, and
  - wherein the method further comprises changing the identification data and the relation while maintaining the non-numerical textual service identifier and substantially maintaining the service, and
  - wherein the non-numerical textual service identifier is used as part of a uniform resource locator address.
3. (Currently Amended) Method according to claim 2, characterized in that the at least one data transmission stream complies with the ~~DVB~~ digital video broadcasting definitions.

4. (Currently Amended) Method according to claim 3, in which the identification data are transmitted in ~~SDT~~ service description table records, characterized in that the non-numerical textual service identifier is added to a descriptor in the ~~SDT~~ service description table record in order to form the relation between the non-numerical textual service identifier and the identification data.
5. (Currently Amended) Method according to claim 3, in which the identification data are transmitted in ~~EIT~~ event information table records, characterized in that the non-numerical textual service identifier is added to a descriptor in the ~~EIT~~ event information table record in order to form the relation between the non-numerical textual service identifier and the identification data.
6. (Previously Presented) Method according to claim 2, characterized in that identification data further comprises a transport stream identification.
7. (Currently Amended) Method according to claim 2, characterized in that at least one component of the service includes files transmitted in a ~~DSM-CC~~ digital storage media command and control data carousel.
8. (Currently Amended) Method according to claim 2, characterized in that at least one component of the service are transmitted in a ~~DSM-CC~~ digital storage media command and control object carousel.
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10. (Currently Amended) Data communication system comprising at least one data transmission network for transmitting information on services in at least one data transmission stream, the system comprising:

equipment for transmitting at least one broadcast service of one or several service providers to the at least one data transmission network, the at least one broadcast service being assigned broadcast identification data which identifies at least an originating transmission network of the data communication system, a broadcast transmission stream within the at least one data transmission network, and the at least one service which is within the broadcast transmission stream,

means for assigning to the at least one service a non-numerically descriptive worldwide globally individual identifying name information, and

means for forming a relation between the non-numerically descriptive worldwide globally individual name information and the broadcast identification data,

wherein, based upon the non-numerically descriptive worldwide globally individual name information and the relation, the broadcast service identification and the broadcast service are retrievable, ~~and~~

wherein the system further comprises means for changing the broadcast identification data and the relation while maintaining the non-numerically descriptive worldwide globally individual identifying name information and substantially maintaining the at least one service ;  
and

wherein the non-numerically descriptive worldwide globally individual name information is used as part of a uniform resource locator address.

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12. (Currently Amended) Broadcasting device for transmitting at least one service in a data communication system wherein the data communication system includes at least one data transmission network for transmission of information in at least one broadcast data

transmission stream, and wherein the at least one broadcast service is assigned broadcast identification data which identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the at least one broadcast service which is within the broadcast transmission stream, comprising:

means for transmitting non-numerically descriptive worldwide globally individual identifying name information for identifying the at least one broadcast service, and a relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data, to the data transmission network; and

means for transmitting the at least one broadcast service,

wherein the broadcast device further comprises means for changing the broadcast identification data and the relation while maintaining the non-numerically descriptive worldwide globally individual identifying name information and substantially maintaining the at least one service, and

wherein the non-numerically descriptive worldwide globally individual identifying name information is used as part of a uniform resource locator address.

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14. (Currently Amended) Receiver for receiving at least one broadcast service in a data communication system, the data communication system including at least one data transmission network for transmission of information in at least one broadcast data transmission stream, in which data communication system the service is assigned broadcast identification data that identifies at least an originating transmission network, a broadcast transmission stream within the at least one data transmission network, and the broadcast service which is within the broadcast transmission stream, the receiver comprising:

means for receiving non-numerically descriptive worldwide globally individual identifying name information that identifies the broadcast service as well as a relation between the name information and the broadcast identification data, and

means for determining the broadcast service identification data based upon the relation between the non-numerically descriptive worldwide globally individual identifying name information and the broadcast identification data,

wherein the receiver further comprises means for using a changed broadcast identification data and a changed relation, with the non-numerically descriptive worldwide globally individual identifying name information, in order to access a service that is substantially the at least one broadcast service, and

wherein the non-numerically descriptive worldwide globally individual identifying name information is used as part of a uniform resource locator address.

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28. (Currently Amended) Broadcasting device for transmitting at least one service in a data communication system that includes at least one data transmission network for transmission of information in at least one data transmission stream, the at least one service being assigned identification data including an original network identification and a service identification, the device comprising:

means for transmitting a non-numerical textual service identifier for identifying the service, the non-numerical textual service identifier including a service provider name and a service name, and

means for identifying a relation between the non-numerical textual service identifier and the identification data

wherein on the basis of the non-numerical textual service identifier and the relation, the identification data is retrievable, ~~and~~

wherein a changed identification data and a changed relation are compatible with an unchanged non-numerical textual service identifier and a substantially unchanged service, and

wherein the non-numerical textual service identifier is used as part of a uniform resource locator address.

29. (Currently Amended) The broadcasting device of claim 28, characterized in that the at least one data transmission stream complies with the ~~DVB~~ digital video broadcasting definitions.

30. (Currently Amended) The broadcasting device of claim 29, in which the identification data are transmitted in ~~SDT~~ service description table records, characterized in that the non-numerical worldwide textual service identifier is added to a descriptor in the ~~SDT~~ service description table record in order to form the relation between the non-numerical worldwide textual service identifier and the identification data.

31. (Currently Amended) The broadcasting device of claim 29, in which the identification data are transmitted in ~~EIT~~ event information table records, characterized in that the non-numerical worldwide textual service identifier is added to a descriptor in the ~~EIT~~ event information table record in order to form the relation between the non-numerical worldwide textual service identifier and the identification data.

32. (Previously Presented) The broadcasting device of claim 28, characterized in that the identification data further comprises a transport stream identification.

33. (Currently Amended) The broadcasting device of claim 28, characterized in that at least one component of the service includes files transmitted in a ~~DSM-CC~~ digital storage media command and control data carousel.

34. (Currently Amended) The broadcasting device of claim 28, characterized in that at least one component of the service are transmitted in a ~~DSM-CC~~ digital storage media command and control object carousel.

35. (Currently Amended) The broadcasting device of claim 28, characterized in that the non-numerical worldwide textual service identifier is used as part of a ~~URL~~ uniform resource locator address.